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## New and Noteworthy

### Act Against AIDS Establishes New Partnerships With 15 Organizations

*Act Against AIDS* has welcomed 15 new partners under its latest funding opportunity announcement (FOA), [PS 15-1505: Enhancing HIV Prevention Communication and Mobilization Efforts Through Strategic Partnerships](#). This new partnership was designed to amplify *Act Against AIDS* messaging, further disseminate campaign materials and resources that support HIV prevention communication, and implement national engagement efforts that focus on HIV prevention and awareness. CDC is excited to hit the ground running with its new *Act Against AIDS* partners, which include:

- [AIDS United](#)
- [ASPIRA Association](#)
- [Black Men's Xchange National](#)
- I Choose Life Health and Wellness
- [LULAC Institute](#)
- [National African American Tobacco Prevention Network](#)
- [National Black Justice Coalition, Inc.](#)
- [National Hispanic Medical Association](#)
- [National Lesbian and Gay Journalist Association](#)
- [National Medical Association](#)
- [National Organization of Black County Officials](#)
- [National Urban League](#)
- [Pinyon Foundation](#)
- [Southern Christian Leadership Foundation, Inc.](#)
- [University of Southern California](#)

Each of the new *Act Against AIDS* partners and their work will be highlighted over the course of the next several newsletters. In honor of [National Hispanic Heritage Month](#) this past October, we'd like to spotlight the [League of United Latin American Citizens](#) (LULAC) and the [National Hispanic Medical Association](#) (NHMA) in this issue of the newsletter.



LULAC, founded in 1929, is the oldest and most widely respected Hispanic civil rights organization in the United States. LULAC was created at a time when Hispanics were denied basic civil and human rights, despite contributions to American society.

The founders of LULAC created an organization that empowers its members to create and develop opportunities where they are needed most. For more information, please visit the [LULAC website](#).

NHMA was established in 1994 in Washington, DC, and is a nonprofit association representing the interests of 50,000 licensed Hispanic physicians in the United States. The vision of the organization is to be the national leader to improve the health of Hispanic populations. NHMA's mission is to empower Hispanic physicians to lead efforts to improve the health of Hispanic and other underserved populations in collaboration with Hispanic state medical societies, residents and medical students, and other public and private sector partners. For more information, please visit the [NHMA website](#).



### **Act Against AIDS at the 2015 United States Conference on AIDS**

The 19th annual [United States Conference on AIDS](#) (USCA), which was held September 10–13, 2015, in Washington, DC, brought together a diverse group of public health officials, researchers, community activists, health care providers, policymakers, and people living with HIV to build networks, learn about the latest tools and information, and address challenges in the national response to HIV. The Division of HIV/AIDS Prevention (DHAP) and the *Act Against AIDS* campaigns were at the exhibit hall, at the podium, and all over social media!

- The [Let's Stop HIV Together](#) campaign displayed the "A Day with HIV" (ADWH) traveling photo exhibit at the conference exhibit hall. An estimated 300 conference attendees viewed the exhibit and were encouraged to participate in a [2015 ADWH](#) digital event that took place on September 22. This event capped a busy 2015 for ADWH, which has been showcased nationwide at six community events, seven national conferences and conventions, and two public libraries.
- From Thursday, September 10 through Sunday, September 13, *Let's Stop HIV Together* staged a 4-day



Two USCA attendees viewing the *A Day with HIV* poster exhibit.



Social media meme featuring participants of the *Together Takeover*.



*Together* Network members Justin Toro, Masonia Traylor, Cynthia Allen, Venita Ray, Mark King, Michelle Lopez, and Cedric Sturdevant at USCA.

#TogetherTakeover of the [Act Against AIDS Instagram](#) account with images and messages from USCA. Together Network members Mark King, Masonia Traylor, and Maria Mejia participated in the takeover, along with CDC Division staff.

- Dr. Eugene McCray, director of the CDC Division of HIV/AIDS Prevention, spoke alongside a panel of experts at a lecture series for organizations actively engaged in HIV prevention and awareness. The lecture series posed the questions, "Where are we going?"; "What is our future?"; and "What issues should the community address as we look at HIV after the Affordable Care Act, but before we end the epidemic?"

- *Let's Stop HIV Together* Network members Mark King, Masonia Taylor, Michelle Anderson, Cedric Sturdevant, Robin Barkins, Cynthia Allen, Justin Toro, Michelle Lopez, Tommy Chesbro, Venita Ray, and Maria Mejia attended the conference, participated in sessions, spoke with attendees, shared campaign materials, and promoted their activities on social media. Mark King moderated the "Mind the Gap: From Social to Mobile" plenary session, and Cedric Sturdevant spoke during the Southern Plenary session. They also helped out in the exhibit hall, at the CDC booth, and the "Polite in Public" photo booth where they posed with conference attendees.



*Together* Network member Cedric Sturdevant speaking during the Southern Plenary session.



## 2015 National HIV Prevention Conference

Accelerating Progress: Prevent Infections. Strengthen Care. Reduce Disparities.

Atlanta GA | December 6–9, 2015

### **JOIN US FOR THE 2015 NATIONAL HIV PREVENTION CONFERENCE**

Join us for the 2015 National HIV Prevention Conference (NHPC) on December 6–9, 2015, in Atlanta, GA! This conference is an exciting collaboration between several federal agencies, local governments, and other organizations. This is the preeminent conference for state and local health departments, community-based organizations, federal agencies, researchers, clinicians, people living with HIV, and others to share the latest advancements, strategies, and accomplishments in HIV prevention and care.

We anticipate that this 4-day conference will bring together more than 3,000 individuals who are working to stop the domestic spread of HIV and will provide a prime opportunity to continue refining, improving, and strengthening our nation's response to HIV. Don't miss the plenary sessions, workshops, roundtables, poster presentations, and other exciting events!

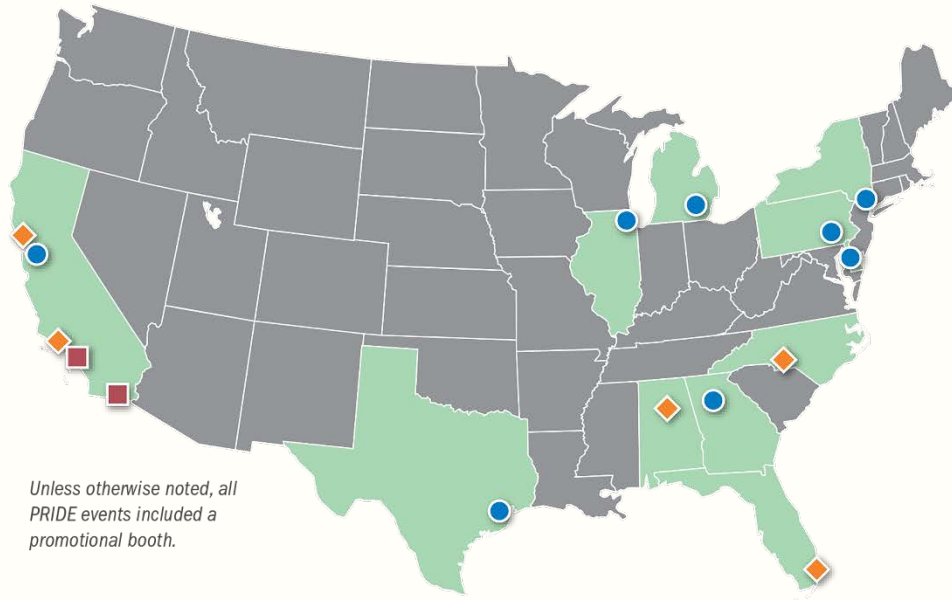
Additionally, this year NHPC will feature the NGO/CBO Village, a diverse and vibrant space where community members will gather from around the country to meet, share and learn from each other. The village will be open from 6:00-8:00 PM on Monday, December 7 in the Atrium Ballroom at the Atlanta Marriott Marquis Hotel. The evening will include exhibits, posters, photo booths, and countless networking opportunities for conference registrants. Light refreshments will be provided.

Visit the [conference website](#) to learn about on-site registration, find out about exhibiting, and more!

## In the Community

### Act Against AIDS Takes Pride by Storm!

*Act Against AIDS* took the country by storm this Pride season, traveling to 16 communities nationwide and Puerto Rico! Pride festivals and parades take place in communities worldwide in spring and summer and aim to celebrate people who are lesbian, gay, bisexual, transgender and queer (LGBTQ) and raise awareness of LGBTQ issues. Check out the map below to see where our road trip took us.



#### Testing Makes Us Stronger

- **Philadelphia:** Philadelphia Black Pride, April
- **Houston:** Houston Splash, May
- **Washington, DC:** DC Black Pride, May; Capital Pride, June
- **New York City:** Harlem Pride, June; NYC Black Pride, August; participated in Kombat 7 Ball (Bronx), May
- **Detroit:** Hotter Than July, July
- **Oakland:** Oakland Pride, September
- **Atlanta:** Atlanta Black Gay Pride, September
- **Chicago:** Pride at Montrose, June; Northalsted Market Days, August; participated in Fahrenheit Chicago, June

#### Reasons/Razones

- **Long Beach:** Long Beach Pride, May
- **San Juan:** Puerto Rico Pride, June
- **San Diego:** San Diego Pride, July

#### Start Talking. Stop HIV.

- ◆ **Miami Beach:** Miami Beach Gay Pride, April
- ◆ **Los Angeles:** Hosted PrEP Chat at the West Hollywood Library, May
- ◆ **Birmingham:** Central Alabama Pride, June
- ◆ **San Francisco:** San Francisco Pride, June
- ◆ **Charlotte:** Charlotte Pride, August



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## ***We Can Stop HIV One Conversation at a Time* in the Community**

In August and September, the [\*We Can Stop HIV One Conversation at a Time\*](#) campaign worked with four community organizations to plan and implement several exciting community engagement programs to illustrate effective conversations about HIV and AIDS for Hispanics/Latinos and to empower Hispanics/Latinos to begin conversations about HIV with their families and friends. Developed in partnership with the [Latino Commission on AIDS](#), the campaign community engagement program framework uses campaign partner [AltaMed](#)'s web-novela series [Sin Vergüenza](#) to spark conversations about HIV and AIDS and HIV prevention. *Sin Vergüenza* is a four-episode English and Spanish web-novela series that features a dynamic Mexican-American family coping with issues regarding HIV and sexual health, such as LGBTQ stigma, infidelity, shame, aging, condom use, and dating. Following a screening of the web-novela series, host partner organizations led a moderated discussion of key issues addressed on the show.



Hispanic/Latino community members participating in round table discussions on the importance of talking about HIV during a community engagement program in San Diego.

### ***One Conversation at a Time* 2015 Community Engagement Programming**

Partner Organization	Program Date(s)	Total Attendance
<a href="#">Christie's Place</a> , San Diego, CA	September 21	38 people
El Vínculo Hispano/Hispanic Liaison of Chatham County, Siler City, NC	August 6, 20, 27	21 people
<a href="#">Pride Center San Antonio</a> , San Antonio, TX	September 24, 26, 27	86 people
<a href="#">San Ysidro Health Center</a> , San Diego, CA	September 3, October 15	26 people

Also in August, the campaign team engaged online Hispanic/Latino bloggers to promote life transitions to open the door for important conversations about sex, sexual health, and HIV. The outreach effort took place in late summer when families would be dealing with "transitions," such as children returning to school, going away to college, joining the workforce, or leaving home for the first time. For 2 weeks bloggers shared facts and data about Hispanics/Latinos and HIV and AIDS; encouraged readers to have important health check-ins with their families, friends, and loved ones; and directed readers to visit the *One Conversation at a Time* website for tips and information on how to start conversations about HIV. Influential bloggers engaged in the initiative included [Indhira Baez from Hola Mama Latina](#), [Lisa Quinones from Atypical Familia](#), [Romina Tibytt from Mamá XXI](#), and others.

Finally, on July 30 [Latinos in Tech Innovation and Social Media](#) hosted a 1-hour Twitter chat on behalf of the campaign to ignite discussion regarding whom and how Hispanics/Latinos talk about HIV with their families, friends and partners. The discussion highlighted HIV health disparities among Hispanics/Latinos.

## Social and Digital Media Update

### *Act Against AIDS* Comes to Instagram

Come join *Act Against AIDS* on our newest social media channel—Instagram! The [new Instagram account](#), launched just before [National HIV Testing Day](#) in June, features photos from campaign-sponsored community events, partner outreach activities, national awareness day activities, clips from existing campaign YouTube videos, animated graphics, infographics, “real-life” images of people living with HIV, “a day in the life” photos, and “behind the scenes” photos of CDC and public health in action. We plan to share more photos and videos to show what *Act Against AIDS* is doing to combat HIV and highlight the people involved across the initiative.

Following [@actagainstaids](#) on Instagram is easy:

1. **Download and install the Instagram app onto your mobile device** (if you don't already have it). The app is available for free and can be downloaded from your device's app store.
2. **Create an Instagram account, or log in if you already have one.** You can also log in using your Facebook account.
3. **Search for the *Act Against AIDS* Instagram account.** Open the app, tap the magnifying glass icon, and type in “actagainstaids” in the search bar. Tap on the *Act Against AIDS* account icon in the search results to view the campaign Instagram page.
4. **Tap the “+ FOLLOW” button on the *Act Against AIDS* page to follow the campaign Instagram feed.**



## Act Against AIDS Commemorates National HIV Testing Day With Thunderclap

*Act Against AIDS* reached almost 2 million people to raise awareness about the importance of HIV testing and early diagnosis of HIV in honor of [National HIV Testing Day](#) in June with the #MyHIVTestingDay Thunderclap. Many thanks to those who supported us online to amplify the importance of HIV testing!



## ACT against AIDS On Social Media

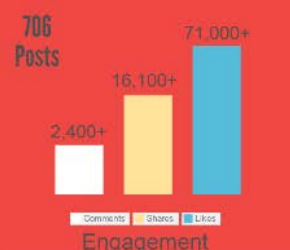
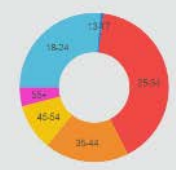
June - September

### All Channels



### Facebook

#### Age Distribution



### Twitter

769 Tweets



Engagement

## National HIV Testing Day Outreach

### Instagram Launch



### #MyHIVTestingDay Thunderclap



"Act Against AIDS on Social Media" infographic

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## Clinician's Corner

### CDC To Launch *Serostatus Matters* Clinician Educational Videos

CDC will soon launch *Serostatus Matters*, a new educational tool that is part of the [HIV Screening. Standard Care.](#)<sup>™</sup> campaign.

*Serostatus Matters* is a video-based educational program designed to help health care providers incorporate routine screening of HIV into their clinical practice. The program consists of four modules that discuss the importance of routine HIV screening, practical considerations for HIV screening implementation, and communicating test results with patients including counseling a newly diagnosed patient. It features a series of physician–patient vignettes that model these important behaviors. *Serostatus Matters* has received both CME and CNE accreditation from [Tufts University](#) and will be available by early 2016 for viewing on the online [HIV Screening. Standard Care. Resource Center](#) hosted by [The American Journal of Medicine](#).

### CDC Launches Update to NCHHSTP Atlas



The CDC's [National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention](#) (NCHHSTP) recently launched an update to its [NCHHSTP Atlas](#) resource that adds new data and functions. The update adds 2013 data for HIV, sexually transmitted infections (STIs),

tuberculosis, and viral hepatitis; county-level data and origin of birth data for tuberculosis; and the first version of an advanced query option that lets users go deeper into the data. With the basic query, you can make maps of the data, while the update allows for a new advanced query that lets users create custom tables in addition to maps, and gives users the ability to look at data for multiple states or counties, see two or more years of data at the same time, and drill down into the data for important subpopulations. Additionally, the update allows users to download data for more complex statistical analyses.

The Atlas serves as a one-stop shop for CDC's most recent surveillance data on HIV, viral hepatitis, STIs, and tuberculosis and gives users access to more than 10 years of the most essential CDC data for these diseases at the national, state, and county levels, and by populations. Atlas can be used to see disease trends over time, as well as the burden of these diseases within different communities. It also gives users the ability to make custom maps, figures, and tables that can be used for planning, reports, presentations, and advocacy work.

For more information about the additions to the NCHHSTP Atlas, please visit the [What's New web page](#). Detailed instructions on how to use the Atlas can also be found on the [About the Atlas web page](#).



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## Awareness Days

### World AIDS Day, December 1

In 1988, the [World Health Organization](#) established World AIDS Day, the first ever global health awareness day, to focus attention on HIV and AIDS at the global level. This year, on December 1, organizations and individuals all over the world will observe World AIDS Day to show their support for the estimated 35 million people living with HIV worldwide. World AIDS Day is a chance to recognize the impact that HIV and AIDS have had on the global population and how scientific advances are making getting tested easier than ever and improving the quality of life for those in treatment.



The red ribbon is the universal symbol for HIV awareness and serves as a reminder that, so many years after the first diagnosis, overall awareness is still low and stigma remains a major barrier for many people to getting tested and into treatment. Globally, 51% of people living with HIV don't know their status. In the United States, one in eight persons living with HIV don't know it. Ending the AIDS epidemic is possible but only by empowering and enabling people everywhere to access testing and services. Talking about the disease and sharing accurate information can reduce the stigma and help accomplish this goal.

### Highlights of Past Awareness Days Activities

#### National Latino AIDS Awareness Day



October 15 marked the 13th annual [National Latino AIDS Awareness Day](#) (NLAAD), also the last day of [National Hispanic Heritage Month](#). Initiated by the [Latino Commission on AIDS](#) in 2003, NLAAD mobilizes the Hispanic/Latino community nationwide to raise HIV awareness and knowledge; encourage HIV prevention and safer sex; and promote HIV testing. Given the impact of HIV and AIDS disproportionately on the Hispanic/Latino community, NLAAD is a critical driver of necessary action to combat HIV and AIDS and lead the way to healthier, longer lives.

The Latino Commission on AIDS and the [Hispanic Federation](#) worked with partners at the local, regional, and national levels to plan and organize events to further the goals and reach of NLAAD, and to ensure that more Hispanics/Latinos come together to address HIV and AIDS.

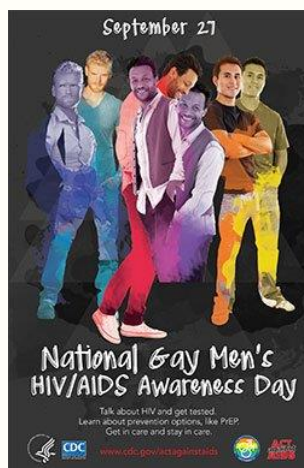
This year, the [We Can Stop HIV One Conversation at a Time](#) campaign supported NLAAD in multiple ways! The campaign partnered with [Latinos in Tech Innovation and Social Media](#) (LATISM) to host a Twitter party with influential Hispanic/Latino bloggers on October 8. Following the Twitter party, bloggers posted stories about the importance of the campaign and NLAAD. On October 14, the campaign team partnered with [MomsRising](#) and NLAAD to host a NLAAD Twitter chat on the different barriers Hispanics/Latinos face when talking about HIV and safer sex, and how to overcome these barriers. The

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campaign team also worked with [CDC en Español](#), the [U.S. Food and Drug Administration's \(FDA\) Office of Minority Health](#), [FDA en Español](#) and NLAAD to host a NLAAD Twitter chat on October 15. The bilingual Twitter chat focused on the impact of HIV and AIDS on the Hispanic/Latino community, and promoted regular HIV testing, prevention and treatment. Additionally, *We Can Stop HIV One Conversation at a Time* staged a #HIVNoMas takeover of the [Act Against AIDS Instagram](#) account, encouraging followers to post images of them having conversations around HIV or showing support of HIV prevention behaviors. The campaign team also developed NLAAD-specific campaign materials and conducted outreach to national partners and local organizations to encourage their involvement in NLAAD activities.

Check out *Act Against AIDS* on [Facebook](#) and on [Instagram](#), as well as [@talkHIV](#) and [@NLAAD](#) to see how the community came together to show support this NLAAD.

### **National Gay Men's HIV/AIDS Awareness Day**



September 27 was [National Gay Men's HIV/AIDS Awareness Day](#), a time for all Americans to think about the effects of HIV on gay and bisexual men. Since the first cases of AIDS were reported among gay and bisexual men more than 30 years ago, no group in the United States has been more affected by the epidemic. Although they make up only 2% of the overall population, gay and bisexual men—including those who inject drugs—account for more than one half of the 1.1 million people living with HIV in the United States, and two thirds of all new HIV infections each year. Now more than ever, it is important for gay and bisexual men to know and talk about HIV prevention and treatment options.

In honor of National Gay Men's HIV/AIDS Awareness Day, the *Start Talking. Stop HIV.* campaign provided partners with an opportunity to request campaign materials and encouraged individuals to post messages and photos to the [campaign Facebook page](#), as well as to the *Act Against AIDS* [Twitter](#) and [Instagram accounts](#).

## Act Against AIDS Contact Information

If you have any questions or comments about *Act Against AIDS* campaigns, or for information about campaign materials or cobranding, please send an email to [ActAgainstAIDS@cdc.gov](mailto:ActAgainstAIDS@cdc.gov) or call 404-639-6080.

## Learn More About Our Campaigns



**Get the Facts. Get Tested. Get Involved.**

<http://www.cdc.gov/actagainstaids>



**ACT  
against  
AIDS**

*Act Against AIDS (<http://www.cdc.gov/actagainstaids>) is a national initiative launched by the Centers for Disease Control and Prevention (CDC) and the White House to combat complacency about HIV and AIDS in the United States. Act Against AIDS focuses on raising awareness among all Americans and reducing the risk of infection among the hardest-hit populations—gay and bisexual men, African Americans, and Latinos.*